

EDUCATION AND OUTREACH

ACTION PLAN SUMMARY

CORDELL BANK NATIONAL MARINE SANCTUARY

PROGRAM STATEMENT

The National Marine Sanctuaries Act, National Marine Sanctuary Program, National Ocean Service, and NOAA all identify the need to build a more informed and involved ocean literate public. The U.S. Commission on Ocean Policy Final Report (2004) also stressed the need to strengthen the nation's ocean awareness and to improve ocean-related education efforts as "critical to building an ocean stewardship ethic, strengthening the nation's science literacy, and creating a new generation of ocean leaders." Prior to the Joint Management Plan Review (JMPR), Cordell Bank National Marine Sanctuary (CBNMS) did not have an education and outreach plan, staff, or budget. Just prior to the JMPR scoping process, one staff person was hired, and now the JMPR process has developed a specific plan for CBNMS to carry out education and outreach objectives addressing ocean literacy.

OUR GOAL

To use education as a management tool to protect the Sanctuary's resources, and build an education program that compliments other sanctuary programs, and continually reaches broader audiences to create an informed and involved public.



Photo: CBNMS

BACKGROUND INFORMATION

CBNMS will use education and outreach as a resource management tool to address specific priority resource management issues identified in the management plan. Education is essential to achieving many of the sanctuary's management objectives, and will be used to both complement and promote other sanctuary programs, such as research, monitoring, and enforcement, by communicating information about these programs to the public. Developing partnerships with other agencies, institutions, and organizations is the key to success in building effective, well-coordinated education strategies.

THE JOINT MANAGEMENT PLAN REVIEW (JMPR)

Education and Outreach is one of the action plans in the CBNMS Draft Management Plan (DMP). The DMP includes five action plans that, once finalized, will guide sanctuary management for the next five years. The plan is a revision of the original management plan, developed when the sanctuary was designated in 1989, and is focused on how best to understand and protect the sanctuary's resources. The National Marine Sanctuary Program (NMSP) is updating the management plans for Cordell Bank, Gulf of the Farallones, and Monterey Bay national marine sanctuaries in what is known as the Joint Management Plan Review.



CORDELL BANK NATIONAL MARINE SANCTUARY

CBNMS protects an area of 397 square nautical miles (526 square miles) off the northern California coast. The sanctuary is an area of special significance due to its unique geological and oceanic features that create conditions which support extraordinarily diverse and abundant marine life.

CBNMS is located in one of the world's four major coastal upwelling systems. The combination of oceanic conditions and undersea topography provides for a highly productive environment in a discrete, well-defined area (Schmieder, 1982a). The main feature of the sanctuary is Cordell Bank, an offshore granite bank located on the edge of the continental shelf. The vertical relief and hard substrate of the Bank provides benthic habitat with near-shore characteristics in an open ocean environment, 20 nautical miles from shore.



ACTION PLAN

The sanctuary's Education and Outreach Action Plan was developed jointly with a variety of stakeholders and partners and includes, but is not limited to, the following components:

- Develop community support and partnerships through targeted outreach efforts.
- Utilize volunteers to assist sanctuary staff in communicating sanctuary messages to a broader audience and carrying out Education and Outreach program needs.
- In coordination with GFNMS and MBNMS, leverage local and national media opportunities to increase awareness and knowledge of CBNMS' resources and activities.
- Develop portable products as outreach tools to educate a broader audience about the resources and activities of CBNMS.
- In coordination with GFNMS and MBNMS, increase awareness of CBNMS through interpretive signage and exhibits throughout the region.
- Increase awareness and knowledge of CBNMS by developing a thematic and educational lecture series, as well as engaging teachers and students in CBNMS research projects.
- Increase awareness and knowledge about CBNMS through adult education programs.
- Develop a standing Education Working Group of the Sanctuary Advisory Council.
- Conduct an audience demographics assessment to identify underserved audiences of CBNMS, and guide future education program development.

TO GET INVOLVED

CBNMS welcomes your ideas about important resource management issues in the sanctuary. A Draft Management Plan and Draft Environmental Impact Statement are scheduled for release to the public in 2006. Following their release, hearings will be held in several locations throughout the region to gather public comment. Written comments will be accepted as well. To find out about public hearings, or how to submit written comments, please visit our website at <http://sanctuaries.noaa.gov/jointplan>.